

**West Texas A&M University Advising Services
Degree Checklist 2019-2020**

AC This symbol indicates courses that apply towards degree programs at WT. All core classes are offered at AC. Please refer to the list regarding major specific courses. Course prefixes and numbers may vary at each institution. Please contact an adviser to ensure the course will apply towards chosen core area.

NAME: _____ **WT ID:** _____ **DATE:** _____

**Marketing (see note below)
Department of Management, Marketing and General
Business – CC 220 651-2525**

| CORE CURRICULUM COURSES: 42 HOURS ♦ | | HRS | AC |
|---|----------|-----|----|
| Communication (Code 10) | | | |
| See University Core Requirements below | | (6) | |
| Mathematics (Code 20) | | | |
| See University Core Requirements below | | (3) | |
| Life and Physical Sciences (Code 30) | | | |
| Take two courses from (extra lab hours move to Code 90): ♦ | | 6 | |
| ANSC 1319; BIOL 1406 or 1408, 1407* or 1409*, 1411, 1413; CHEM 1405* or 1411*, 1412*; ENVR 1407*; GEOL 1401 or 1403, 1402, 1404; PHYS 1401*, 1402*, 1411, 1412, 2425*, 2426*; PSES 1301, 1307 | | | |
| Language, Philosophy and Culture (Code 40) | | | |
| ANTH 2351, ENGL 2321*, 2326*, 2331*, 2341*, 2343*; HIST 2311, 2323, 2372; MCOM 1307; PHIL 1301, 2374; SPAN 2311*, 2312*/**, 2313*, 2315*, or 2371 | Choose 1 | 3 | |
| Creative Arts (Code 50) | | | |
| ARTS 1303, ARTS 1304; DANC 2303; MUSI 1306, MUSI 1307, MUSI 1310; or THRE 1310 | Choose 1 | 3 | |
| American History (Code 60) | | | |
| HIST 1301, 1302, 2301, 2381 | Choose 2 | 6 | |
| Government/Political Science (Code 70) | | | |
| POSC 2305 and 2306 | | 6 | |
| Social and Behavioral Sciences (Code 80) | | | |
| See University Core Requirements below | | (3) | |
| Institutionally Designated Option (90) | | | |
| See University Core Requirements below | | (6) | |
| MARKETING REQUIREMENTS: 81-82 HOURS | | | |
| A grade of "C" or better must be earned in all courses required for major. | | | |
| UNIVERSITY CORE REQUIREMENTS: 18 HOURS | | | |
| CORE 10 | | | |
| ENGL 1301 Introduction to Academic Writing and Argumentation | AC PB | 3 | |
| CORE 10 | | | |
| COMM 1315, 1318, or 1321 | AC PB | 3 | |
| CORE 20 | | | |
| MATH 1324* Math for Business and Economics I | AC PB | 3 | |
| CORE 80 | | | |
| ECON 2301 Principles of Macroeconomics | AC PB | 3 | |
| CORE 90** | | | |
| ENGL 1302* Academic Writing and Research OR ENGL 2311* Introduction to Professional and Technical Communication | AC | 3 | |
| CORE 90** | | | |
| BUSI 1304, CIDM 1301 or 1315, or ECON 2331 | AC PB | 3 | |
| BBA CORE REQUIREMENTS: 39-40 HOURS | | | |
| ACCT 2301 Principles of Financial Accounting | AC | 3 | |
| ACCT 2302* Principles of Managerial Accounting | AC | 3 | |
| MATH 1325* Math for Business and Economics II OR MATH 2413* (240) Calculus I | AC | 3-4 | |
| CIDM 2342* Statistics for Business and Economics | AC | 3 | |
| CIDM 3330* Management Information Systems | | 3 | |
| ECON 2302 Principles of Microeconomics | AC PB | 3 | |
| ADVANCED ECONOMICS ELECTIVE* | | 3 | |
| FIN 3320* Business Finance | | 3 | |
| BUSI 3312* Business Law | AC | 3 | |
| MGT 3330 Principles of Management | | 3 | |
| MKT 3340 Principles of Marketing | AC | 3 | |

**Bachelor of Business Administration Degree
BBA.MKT (313)**

| College of Business communication component | | | |
|---|---|------------|--|
| Take one course from: | | | |
| ACCT 4373* Accounting Communications | | 3 | |
| BUSI 1304 Business Communication | | | |
| BUSI 4333 Cross-Cultural Issues in Business Comm. | | | |
| BUSI 4350 Current Issues in Mgt. Communication | | | |
| BUSI 4375 Healthcare Comm. in the Bus. Environment | | | |
| BUSI/MGT 4380 Conflict Resolution and Negotiation | | | |
| BUSI 4382 Emerging Media Law | | | |
| BUSI/CIDM 3320 Digital Communications and Collaboration | | | |
| ECON 4370* Economics of Healthcare | | | |
| FIN 3350* Personal Financial Planning | | | |
| FIN 4320* Investments | | | |
| FIN 4321* Portfolio Management | | | |
| MGT 3335* Organizational Behavior | | | |
| MGT 4315* Strategic Management and Policy | 3 | | |
| MARKETING MAJOR REQUIREMENTS: 27 HOURS | | | |
| MKT 3342* Consumer Behavior | 3 | | |
| MKT 3348* Marketing Research | 3 | | |
| MKT 4340* International Marketing | 3 | | |
| MKT 4348* Marketing Strategy | 3 | | |
| ADVANCED MARKETING ELECTIVE | 3 | | |
| ADVANCED MARKETING ELECTIVE | 3 | | |
| ADVANCED MARKETING ELECTIVE | 3 | | |
| ADVANCED MARKETING ELECTIVE | 3 | | |
| ADVANCED MARKETING ELECTIVE | 3 | | |
| ELECTIVES: 11-12 HOURS | | | |
| ELECTIVES | | 11-12 | |
| TOTAL HOURS REQUIRED TO COMPLETE DEGREE | | 120 | |

Once students are admitted to West Texas A&M University, they can gain admittance to the Paul and Virginia Engler College of Business by satisfactorily completing a set of pre-admission courses (see PB note below) and completing 30 credit hours of undergraduate course work. Students seeking admission to the business program that have completed 30 or more credit hours in a different major or as a transfer student may be admitted to the business program with a 2.5 cumulative GPA or approval by the associate dean of undergraduate business programs. (See catalog or Pre-Business checklist for more details.)

♦ NOTE: The core curriculum must total **exactly 42 hours**; excess hours must be moved to the major as an elective or a major requirement and stay within the 120-hour requirement or approved total submitted to the Coordinating Board for degree requirements.

PB The pre-business courses include 15 credit hours from the following: ECON 2301 or ECON 2302; MATH 1324 (or equivalent); ENGL 1301; COMM 1315, 1318, or 1321; BUSI 1304, CIDM 1301 or 1315, ECON 2331, or University Core 90 equivalent.

♦♦ Or University Core 90 equivalent. **Note: only six hours are required for Code 90**; extra hours from 4-hour Core 30 courses (if taken) will count either towards Core 90 or as elective hours.

* Prerequisites—see catalog for more information.

** Or an equivalent course (second year, second semester) in a foreign language.

NOTE: At least 39 hours of advanced work (3000- or 4000-level courses) for which tuition is paid must be earned at WTAMU, and 30 of the final 36 hours counted toward the degree must be earned at WTAMU. A maximum of six semester hours in religion and six semester hours in physical education (PHED) courses can count toward a baccalaureate degree.

Note: This is NOT a degree plan. After completing 30 hours, students are required to request an official degree plan by using the online Degree Plan Request form. The dean's office of the Paul and Virginia Engler College of Business, located in the Classroom Center, Room 216 (phone 806-651-2530), can answer questions about the degree plan. Students who have completed 30 hours will not be allowed to progress without requesting a degree plan.

WTAMU ADVISING SERVICES
2019-2020 Curriculum Guide

[Marketing](#)
[Department of Management, Marketing, & General Business](#)

Bachelor of Business Administration
BBA.MKT **Major Code: 313**

| First Year | |
|---|---|
| Fall | Spring |
| CORE 10 3 | CORE 90 3 |
| ENGL 1301 (PB) | ENGL 1302* OR 2311* (PB) |
| CORE 20 3 | MATH 1325* or 2413* 3 |
| MATH 1324 (PB) | |
| ECON 2301 (PB) 3 | ECON 2302 (PB) 3 |
| (Required for CORE 80) | |
| CORE 10 3 | CORE 60 3 |
| COMM 1315, 1318, or 1321 (PB) | HIST 1301, 1302, 2301, 2381 |
| CORE 90 3 | CORE 70 3 |
| Business Course *** (PB) | POSC 2305 |
| Semester Hours 15 | Semester Hours 15 |

| Second Year | |
|---|---|
| Fall | Spring |
| ACCT 2301 3 | ACCT 2302* 3 |
| CIDM 2342* 3 | MGT 3330 3 |
| CORE 40 3 | MKT 3340 3 |
| See checklist for options | |
| CORE 60 3 | CIDM 3330* 3 |
| HIST 1301, 1302, 2301, 2381 | |
| CORE 70 3 | FIN 3320* 3 |
| POSC 2306 | |
| Semester Hours 15 | Semester Hours 15 |

| Third Year | |
|---|--|
| Fall | Spring |
| MKT 3342 (F) 3 | MKT 3348* (S) 3 |
| ADV. MKT ELECTIVE. 3 | ADV. MKT ELECTIVE* 3 |
| 3000- or 4000- level ECON | 3000- or 4000- level MKT |
| ADV. MKT ELECTIVE 3 | BUSI 3312* 3 |
| 3000- or 4000- level ECON | See checklist for options |
| ADV. ECON ELECTIVE* 3 | CORE 50 3 |
| 3000- or 4000- level ECON | See checklist for options |
| CORE 30 3 | CORE 30 3 |
| See checklist for options | See checklist for options |
| Semester Hours 15 | Semester Hours 15 |

| Fourth Year | |
|--|--|
| Fall | Spring |
| MKT 4340* (F) 3 | MGT 4315* 3 |
| ADV. MKT ELECTIVE* 3 | MKT 4348* 3 |
| 3000- or 4000- level MKT | |
| COB COMM COMP* 3 | ADV. MKT ELECTIVE* 3 |
| See checklist for options | 3000- or 4000- level MKT |
| ELECTIVE 3 | ELECTIVE 3 |
| | |
| ELECTIVE 3 | ELECTIVE 3 |
| | |
| Semester Hours 15 | Semester Hours 15 |

Degree Total Hours 120

DISCLAIMER: This curriculum guide should be used in conjunction with the corresponding degree checklist for general planning purposes only. The degree checklist (later a student's official degree plan) should be referred to as the comprehensive list of all courses required for the degree. An official degree plan is required after completing 30 hours. Students should always seek the advice of their academic adviser before scheduling classes.

Identified Marketable Skills:

- Strong quantitative skills
- Problem identification and solving skills
- Strong interpersonal skills that include: communication, listening, and leadership

Top 3 Local Employers or Industries/Professional Programs/Possible Career Opportunities

Marketing and Advertising Firms
 Banking and Financial Industries
 Federal, State, or Local Government Institutions

Prerequisites/Important Sequences/Other degree Notes:

*Indicates prerequisites are required - See University Catalog for additional information.
 (PB) Pre-Business. Students must complete these courses with a "C" or better before declaring a Business major.
 (F) Fall ONLY ** (S) Spring ONLY**
 **Course rotations are not definitive and should be used for general planning purposes. Consult your adviser.
 ***BUSI 1304, CIDM 1301 or CIDM 1315, or University Core 90 equivalent.

Math progression: MATH 1324 to MATH 1325 to CIDM 2342 to FIN 3320.
Capstone progression MGT 4315: Utilizes Math progression, along with MGT 3330 and MKT 3340, and Senior status